Impact of Social Media and Internet Addiction among Adolescents

Introduction

India has 253 million adolescents (spanning the ages between 10 and 19 years) as per Census 2011. Adolescents in India, account for more than one-fifth of the total population (20.9%) and are a significant human resource that needs to be given ample opportunity for holistic development (including physical and psychosocial aspects) towards achieving their full potential. Adolescents have their own developmental needs. Adolescence is the most important stage of the lifecycle for health interventions. Adolescent health programme focuses on mental health concerns, attitudes and gender-based violence. Malnutrition and anemia are two major issues in the adolescent period.

Percentage of Population in Adolescent, India:1991to 2011

Census Year	**1991**	**2001**	**2011**
Age group (Completed years)	**Numbers**(in Millions)		
Adolescent (10-19years)	177.7	225.1	253.2
Percentage(%)to the total population			
Adolescent (10-19years)	21.2%	21.9%	20.9%

Source: Census 1991, 2001, 2011.

Adolescence is a period of sexual maturity that transforms a child into a biologically mature adult capable of sexual and reproductive activity. The new ideas that adolescents acquire from school and other strong social forces often, precede social change. Besides demographic changes, adolescents are also experiencing rapid changes in their socio-economic environment. These changes may in many instances be unfavorable to them, creating a more vulnerable situation that may negatively affect their overall well-being. All these shifts and changes combined make adolescence a complex and challenging period for development. India has 253 million Adolescents (10-19) as per the 2011 Census. Adolescents in India, account for more than one-fifth of the total population and are a significant human resource that needs to be given many opportunities for holistic development (including physical and psychosocial aspects) towards achieving their full potential.

The adolescent is growing up in modern India echoes the sentiments of the contemporary generation of youth growing up in metropolitan cities amid innumerable influences worldwide. Working parents, careers aspirations, the influence of media increase the longing for understanding. The importance of good parenting cannot be overemphasized in helping the teenager evolve into a well-balanced adult. Parents and teachers can help in counselling, thereby reducing the child's stress and trauma. Understanding, being open to the needs of the age, willingness to listen to their point of view, solving problems through objective dialogue and not through coercion or dogmatic assertion of parental authority is the key to enjoying adolescent parenting.

In 21st century world has been changing rapidly in social media field. Social media is one of the popular plat form for communication and interaction among the people, friends, students and so on where everyone can share knowledge, discuss, exchange their ideas, comment and create information. Nowadays social media is the mirror of society and it reflects the happening of society. Media is known as the fourth pillar of democracy. The media has a role and responsibility to create awareness among adolescents for the betterment of society. Today's there are different types of media like print, social media and digital media conveying the message to society. It is observed that there is a lack of coverage in all media of adolescents. It is the media's responsibility to disseminate all information, knowledge, and news to the large community. Overall, social media is having a very vital role in adolescent empowerment. Social media should highlight the important burning following issues of adolescents and create awareness in society. Media is having a very vital role in the empowerment of adolescents, but the usage of media by adolescents is social media. Media can disseminate information to adolescents on the issues like employment and job prospects, research, education opportunities, health care, etc. The media should enable the projection of adolescents in a decent and dignified way and promote respect and dignity to adolescents avoiding the negative picture of adolescents. Decent presentations of adolescents must be introduced through social media.

Different Categories and their Types of Social Media	
Category	**Forms of Social Media**
Print Media (e-mode)	Magazine, Billboards, Posters, Books, Hoardings, Wall writing, Wall Painting, Stickers, Handbills, Booklets/Flip Charts/Brochures, Pamphlets, Advertisements, Flipbooks, Fliers(leaflet, handout, circular), Mobile exhibition vans
Electronic Media	Music, Discussions, Dramas, and Commentary of important events or games, Radio spot, TV commercial, Documentary, Video vans, Display boards in railway stations, Bus stands, Airport, Advertisements, Motion pictures, Audio recordings, Cinema slides, Film and Video.
New Media (Computer-Mediated Communication)also Known as Digital Media	Digital media, Internet, Short Message Service (SMS) campaigns, E-mail (Mailers), Online chat, Web work, Mobile phones, Smartphone, Laptop, Android Tablets, iPod, Wi-Fi (wireless fidelity) system, 5G Mobile, Smart Phone, Bluetooth, Web browser, MyGov, Twitter, WhatsApp, Telegram, Instagram, LinkedIn, Google+, Edmodo, Blogger, Skype, Pinterest, Google Hangout Social networking service, Facebook, Twitter, eBay, Google classroom, YouTube (2nd largest search engine platform in the world today, due to does not reveal identity and right behind its parent company, Google), Vimeo (profession video), daily motion.
Art forms (e-version)	Street Plays (‘*Nukkad Natak’*), Ventriloquism-Talking Monkey Shows, Magic Shows/Other Local, Folk art, Art Forms, Folk and classical forms of music and dance, Visual arts, Puppetry (puppet show),Theatre, Exhibitions, ‘*Prabhat Pherry*’, Rally, School Competition, Signature Campaign
Organising Contests Online	Quiz contests, Painting & Drawing contests, Song and skit competitions, Essay competition.

Awareness training for Associations and Group on various issues	Residents Associations, Trade Unions, Schools, Colleges, Institutions, Universities
Interpersonal Communication (IPC) or Interpersonal Media	Telephone, Internet, Videos Websites, Awareness Campaigns, School, College and university-based programs, Local Media, Social Media (Friends group sites)
Audio-Visual Aids	Slides, Flip Chart, Models, Films & Videos, Projectors, Blackboards/White boards, Smart classroom
Social Media	Facebook, WhatsApp, Instagram, LinkedIn, Telegram, LinkedIn, TikTok, Pinterest, Reddit, Snapchat, TikTok, Vimeo, Microblogging (Twitter, Tumblr, Plurk), Blogs/Forums, Social Bookmarking Sites/ Social News (Reddit, Digg), Photo & Video Sharing Sites (Flickr, Youtube)

A case that can be considered a positive outcome for adolescents has been discussed and highlighted. Cyber has made it noticeable how teenagers worldwide are coping with new technology and creating their own identity on the Social platform. Social media platforms facilitate communication in quick and convenient ways. There are various social media platforms such as Facebook, WhatsApp, Twitter, Instagram, LinkedIn, Google+, Telegram, Edmodo, Blogger, Skype, Pinterest, YouTube, and Google Hangout being used worldwide by people of all ages. These platforms have quickly reached even the remotest of places on the earth and help people to access information. We can communicate with individuals as well as with groups through different media such as text, image, audio, video and other documents. People are sending and replying to each other's messages in real-time and live; that one sends a message and the others reply at their convenience. Social media includes individual or group audio and video calls, chatting through instant messaging apps. Communication includes emails, messages or chats that may not be replied to instantly. Mainly 14 different social media platforms are identified. Adolescents are at liberty to choose any of these tools at their convenience and use them for reaching people.

According to Telecom Statistics India - 2023, India has 1,515,971,713 telephone users second largest in the world. The number of individuals who have ready access to computers is growing daily. The world is now a global village because of the internet. It can now obtain countless up-to-date information and services worldwide and it can send up-to-the-minute messages in just a split second through electronic mail (E-mail), online chat and browsing to loads of web pages and other documents.

Not just in India but globally, technology has become the pillar of society. Almost everyone in today's culture spends between three and four hours a day online, whether they are students or full-time employees. Individuals and vocations vary greatly in their dependence on technology. Numerous experts hypothesized that students would be more negatively impacted by the negative impacts of modern technologies on human behaviour than the working population as a whole. According to a recent study, adolescents (those between the ages of 10 to 19) overuse the Internet. Adolescents use their phones to play games and play with friends. Mental health practitioners have taken serious note of the disturbing behaviours, psychological disorders, and mental health challenges of the younger generation. Due to their addiction to technology, young people nowadays abuse and overuse online apps built for mobile devices. Numerous studies have shown that internet addiction poses the greatest threat to human life. People from many areas of life may be badly affected by excessive Internet use, regardless of age. It muddles the objectives of the next generation. Internet addiction may inhibit personal growth and have detrimental impacts on health and relationships. A person's health and relationships may deteriorate if they spend too much time online.

Technology has played a crucial role in providing people with new tools to enhance their standard of living. An unhealthy attachment to technology may inhibit innovative problem-solving, personal development, and interpersonal relationships. It has grown into a possibly dangerous means of deflecting attention away from one's own life and that of one's family and friends. In addition, people are increasingly fascinated by and interested in technology. Their over-dependence on and concern with technology are causing addiction. As a result of the independence provided by technology, it has become easier to become reliant on it. Electronic gadget addiction is affecting interpersonal dynamics. Development and technical advancement go hand in hand. It has been includedinthetechnicalusemethodsforonlineauctions.Addictiontotechnologyimpairsthought

processes and, ultimately, the goals of information technology and data science. Taking into consideration a number of cognitive and addictive elements increases the user's enjoyment, usefulness, and ease of use attributed to technology. If a dependence problem arises, it is essential to treat it in its earliest stages. There has been a tremendous overestimation of internet availability and connectivity owing to the quick adoption and growth of the internet throughout the world. The internet has become a fundamental component of our everyday existence. The advent of widespread, cheap and reliable digital communication has opened up vast opportunities for people everywhere. This study's findings on digital and virtual addiction are concerning on many levels, including at the national and individual levels. More than that, however, we need to figure out how to mitigate the technology's unintended consequences.

Utilization and Misuse of the Internet in Modern Society - If someone uses the Internet extensively, they may develop an addiction. The internet has revolutionised the nature of contemporary communication and education. Internet abuse is simple and cheap. It is possible for technologies to foster either adaptive or maladaptive behaviours. A recent study indicated that excessive Internet and mobile app use is linked to technology and social network addiction.

Despite its utility, there are several ways in which the Internet may be misused. Internet misuse is a serious concern.

Uses of Internet	Misuses of Internet
Easy communication (Internet brings the world closer)	Intrusion into privacy (hackers can create viruses)
Online shopping(e-commerce)	Posting fake advertisements
Financial transactions (business)	E-mail spamming, piracy and privacy Problem (cyber-bullying)
Education	Pranksters
Grabbing information regarding anything	Time wastage and addiction (Several hours on internet without any purpose)
Social networking sites	Negative publicity
Unlimited access to information and real-time updates	Wrong information (Anyone can post anything)
Endless entertainment	Pornography (a breeding ground for illegal activity)
Bridging the cultural gap	The world is becoming dependent
Videoconferencing	Virtual world and compromises personal information (family communication worsens)

Dependence on Technology in the Present Day - Addiction is a brain condition characterised by compulsive drug use despite adverse effects. Substance misuse becomes the addict's principal focus. Internet addiction is characterised by compulsive online behaviours that disrupt one's personal and professional relationships. Internet addiction is a mental disease characterised by a compulsive urge to access the Internet continually. Behavioural difficulties may manifest as emotional or social disharmony. Psychological and physiological concerns have been connected to the use of social media and mobile devices.

The Consequences of Electronics Addiction on Society - It is vital that project participants understand that the implementation unit's emphasis is not on how much time individuals spend online but on the negative impacts of doing so. An employee working late to take international calls is an example of proper Internet use, as is a child studying or playing games to improve fine-motor skills or a better sense of judgement, decision-making, etc. during leisure time. In an information-rich culture, people can easily locate what they need, develop global connections, perform in-depth research, and digest new information, all of which lead to a higher sense of autonomy and confidence.

Negativeconsequencesoftechnologyaddiction-DiscomfortintheBody,physicalmanifestationsof illness include "sore eyes, migraine or headache, disrupted sleep patterns, carpal tunnel syndrome, extreme weariness, reduced immunological function, and the like," as well as "postural fatigue, "which manifests as neck and back problems (Jeon, 2005; Young, 2004; 2008). Serious problems include inactivity, poor nutrition, and obesity, as well as a failure to make efforts to remedy these circumstances

Psychological Health Hazards - Thus, internet addiction disrupts routines and schedules, which is predicted to "slow down the speed and process of the primary activity," resulting in later pressures to complete target-bound tasks, which can cause "anxiety and irritation; aggression and hostility; the perception of inferior abilities" and, in some cases, guilt. "Restlessness, bad mood, low self-esteem, and loneliness" are also potential outcomes. This results in difficulties regulating one's thoughts, emotions, and behaviours (observations in personal cases). According to Ferraro et al. (2006), "the addicted person felt the compulsive want to be connected to the Internet again."

Co-occurrence of psychological disorders - Internet addiction is often accompanied by other mental health conditions, such as depression, generalized or social anxiety and ADD/Attention-deficit/hyperactivity disorder (ADHD).

Review of Literature

AccordingtotheCensus2011,adolescentsarethe age groupof10to19 years constitutes one- fifth of India's population. This group is vulnerable because of rapid physical, mental and psychological changes. Occurring in this age, coupled with lack of proper information and education are from parents, teachers, service providers and peers. Adolescents feature as a significant demographic group in the National Youth Policy, 2021 (NYP, 2021) and their health, including reproductive health, has been recognized as an important component of adolescent programming in India.

Social media helps us to give the worldview, knowledge, and information about all the good and bad incidents and also about the customs, traditions, and lifestyle of the society. Media is playinga vital role in shaping the ideas, thoughts, and values of individuals in particular and society in general. Adolescents are being most fragile and vulnerable. There are a sufficient number of studies to show how media is perceived as responsible. Media is perceived to have acquired a negative image by showing frequent sexual intimacy at an early age, pre-marital sex, promoting live-in relationships, changing sexual partners, unfaithful to partner or spouse, and a person with no moral values. Television is perceived to encourage teens to start marital life early. Adolescents are found to be heavy consumers of sexually-oriented media products, including magazines, comic books, music videos, movies, blogs, YouTube, compact discs, mobile and more recently, the internet and so on. The relationship between the media and adolescents is a dynamic one that reflects changes in the larger social and behaviour environment.

Media plays a very important role in creating awareness. Certain issues remain untouched among adolescents as they feel guarded concerning them. Media helps in providing information regardingsuchascurrentaffairs,socialandburningissues.Manysuchtopicsarehighlightedbythe

media. The current one that can be talked about is the quota system in colleges. Media created awarenessthathowinjusticewasbeingdonewithdeservingcandidatesduetoreservationsincolleges. There was a procession taken out by students to object regarding this bias discrimination.

Social media are those channels of communication (TV, radio, newspapers, and the internet) that enable a source to reach and influence a large audience. Social modes are often the vehicle through which popular culture is delivered to people.

Sunrar Pichai (Google CEO) said that “You Tube will be for bigger than TV”.

India has more than 700 million internet users in 2021 due to the fast adoption of Social technology and is predicted will have 800 million by 2023. Overall most of them adolescents are techno-savvy as a result of proficient in the use of modern technology.

Today’s global face of time is decorated behind the mask of artificial perception about freedom. The new face of adolescents is a great mystery. Cyber is a small way to express through blogs and forums or social networking to reach the space. Adolescent movement concerned with countering the perceived dominance of men in the use and development of Information, Communication & Technology (ICT), is the correct meaning of cyber adolescents. E–media is a modern form easily available to interact with the world. It has provided a new platform to express their feelings to all adolescents. It has been created a golden opportunity for personality and existence. New technology, new identity, new image, and comprehensive understanding of adolescents are the new school of thought. It is like a utopia because this cyberspace belongs to adolescents who are liberal, self-radiant. The adolescent has entire freedom from being a teenager, being body-race-caste-religion-nationality-socioeconomic status; adolescent is free from all these labels. But this cyber world is not a utopia in reality. The adolescent has to be conscious about emotions-feelings; body race-caste-religion-nationality-socio-economic status unless this reality is known to adolescent will not be balanced with mind, body, and soul. Social Behaviour Change Communication (SBCC) is used to take another step forward - enabling action. It means providing a supportive environment that will enable people to initiate and sustain positive behaviour.

The problematic and obsessive use of technology is referred to as an addiction. Technology abuse has negative repercussions. Both the level of living and the quality of life have grown as a result of the many enhancements brought about by technology.

The proliferation of mobile devices, personal computers, and the internet has simplified academic responsibilities, allowing us to play our favourite games with friends and family in the comfort of our living rooms and reducing the time and effort required to write and comprehend assignments that previously necessitated a trip to the library. The quest for comfort may result in psychological captivity or addiction if you have low self-esteem or struggle to cope with the demands of daily life. Ivan Goldberg, 1996 coined the term “internet addiction” to describe obsessive internet use. Young (2008) asserts that “cyber-sexual and cyber-relational addiction” is on the increase with information overload and dependency on computers and mobile devices for everyday activities.

Additionally, addiction to video games and the usage of electronic gadgets for communication are regarded as mental disorders.TheDSM-5, the most recent version of the Diagnostic and Statistical Manual of Mental Disorders, classifies “gaming” as a life disruption. Damage to your physical health may emerge in a number of ways, including eye strain, head or brain pain, disrupted sleep, etc. Stress, hostility, violence, a sense of inadequacy, and a general lack of ability may all have a bad impact on mental health. This adds to anxiety, irritation, insecurity, and depression.

Chou et al. (2005) observed an association between social isolation, anxiety, and sadness, as well as future internet addiction, in their research of South Korean men. Twenty research were analysed for their links with Problematic Internet usage (PIU) and mental health problems: 75% of research discovered correlations between PIU and depression; 57% observed a correlation between PIU and anxiety; 100 percent of research identified associations between PIU and ADHD symptoms; 60% discovered associations between PIU and excessive habitual side effects, and 66% discovered associations between PIU and a menacing aura or anger. (Carli et al., 2013). According to a study, those with internet addiction exhibit “abnormal obsessive-compulsive measures” (Dong et al., 2011).

Relationship and behaviour-related problems - Addicts may have "difficulties in interpersonal relationships, time management, and physical health" and "withdraw from social activities because of poor tolerance". Excessive Internet use has been associated with an increase in depression and a decline in self-esteem (Jeon, 2005; Young, 2008), both of which have a detrimental effect on connections with friends and family. Substantial danger to interpersonal connection is posed by shifts in parental behaviour, such as reducing the amount of time spent with and emotional attention provided to children. People's are "feelings of isolation, loneliness, or alienation" and complaints about and from their families, increase when they spend more time with their online friends than with their real-life friends. Isolation results in greater time spent online, which may indicate social problems (Wellman & Gulia, 1999; Shuhail & Bergees, 2006). A person may find himself in a never-ending cycle of solitude, which encourages them to use technology more compulsively.

The Cultural and Social Effects of Technology Dependence - According to Bandura (1999), "behaviour" is the outcome of a two-way interaction between internal human elements, such as cognitive, emotional, and biological events and situations, and the external environment. This thus applies to all types of addiction and compulsive behaviour, including excessive electronic gadget usage. It is either the individual or their external environment that is deficient.

The structural changes in the prefrontal cortex that have been associated with "attention problems" may have a biological basis. This makes it more difficult to choose what to prioritize. The brain's reward-oriented regions are also engaged. This chemical imbalance between dopamine and serotonins associated with a biological predisposition. In reaction to addictive behaviours, dopamine is produced, heightening sensations of pleasure and satisfaction. Alternatively, Problematic Internet Use (PIU) tendency exists.

The main component of the psychological theory known as reinforcement theory is the variable ratio schedule. If you log in often, you will always get a prize. Video game addiction may also be characterised by the need for gamers to always experience something new. However, this does not exclude the potential for addiction in introverts. Their motives might be distinct. Interpersonal issues includefamilydiscontentandrecentstressfulevents(Lametal.,2009),alackofsocialfriends,bad

relations with instructors and students (Wang et al., 2011), a poor school connection, and drug or alcohol usage (Yen et al., 2009).

Poor self-esteem (Fioravanti et al., 2012; Stieger & Burger, 2010), depression, impulsivity, dissatisfaction with academic accomplishment, being male, and insecure attachment styles (Lin et al., 2011)oravoidantattachmentstyleshavebeenassociatedwithIAD.Therefore,anyexternalorinternal factors that lead to anxiety and melancholy are relevant, given that time spent online may temporarily fill the void.

According to Davis's cognitive-behavioural model of Pathological Internet Use (PIU), "social isolation" is more significant than psychopathology in explaining the behavioural symptoms of PIU. When victims of fraud lack sufficient social support, they may resort to online gaming as a kind of treatment. As shown by the "fulfillment theory of the web," this may lead to an unhealthy preoccupation with gaming and trouble in other areas (Kim et al., 2015). When a youngster is exploited by a friend, playing online games, particularly role-playing games, may help them create new connections and regain their self-esteem, reducing the negative effects of the incident (Morahan-Martin, J., & Schumacher, P. (2003)).

Rationale of the Study

The reason behind selecting the topic "Impact of Social Media and Internet Addiction among Adolescents" is quite apparent. The social media and internet addiction of all kinds have a pervasive effect on the general mass, particularly, adolescents. Because of rapid social change, traditional value systems are getting eroded and the new ones are yet to emerge, leading to a social vacuum. This situation is conducive to the adolescents to do experiments in their lifestyle. In the absence of any well-developed norm for doing this, there is a lot of social media and internet addiction in this regard. There is a lack of a sufficient number of studies to show how media really affect adolescents' social media and internet addiction. Adolescents number 253 million, comprising one-fifth of the total population in India. Social media and internet addiction act like a double-edged weapon; it can make adolescents vulnerable or prepare them to be on guard against it. Therefore, it is imperative to understand the social media and internet addiction on adolescents.

Objectives

1. To study the difference between girls and boys on preferences for different types of social media and internet addiction.

2. To examine the relationship between social media and internet addiction in the adolescents.

3. To know the nature of different types of social media and internet addiction among adolescents.

4. To explore the effect of social media and internet addiction among adolescents.

Research Questions

1. What form/type of social media girls and boys participants have access to?
2. Which is the most popular form of social media amongst them?
3. What are the factors that make a programme attractive for the adolescents?
4. To what extent, the social media contents along with peer pressure influence girls and boys in imitating the lifestyle highlighted by the social media?
5. How do the girls and boys participants evaluate the programmes, advertisements and articles having internet connotations that they watch and read?
6. To what extent, age, gender, social media and internet addiction among adolescents?
7. Do adolescents differ in evaluating the impact of social media in internet addiction? In what way do social media fulfill this responsibility?
8. Do media influence social norms regarding display of internet addiction? How do people from modern social media settings differ in their perception of social norm?
9. How does internet influence the social media relationship? What is the perception of different groups about the importance of Internet?
10. What kind of images of male and female do portrayed by the social media?

Hypotheses

1. There will be no significant difference between girls and boys with respect to preferences for different types of social media and internet addiction.

2. There will be no significant correlations between factors of social media and internet addiction among adolescents.

3. There will be significant difference between social media and internet addiction among adolescents.

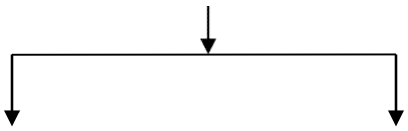
4. There will be no significant impact of different type of social media and internet addiction among adolescents.

Method of the Study

Sample: 400 samples will be taken for the study in which 400 adolescents from Ara urban and Ara rural district of Bihar.

The sample can diagrammatically be sketched as below-

Total Sample (N=400)



200 adolescents Ara urban 200 adolescents Ara rural

Data Collection

This research will include qualitative and quantitative data. In view of the sensitivity involved in the proposed research due care will be taken in communication and information/data collection at all levels. The outline of the processes involved in the research is as follows:

A. Secondary data collection tool relevant literature reviewed by researcher from article, magazines, research journals, books, newspaper etc. for gathering information. It's impact of social media and internet addiction among adolescents. Documents, reports, research papers and other relevant literature from various sources would be pooled together to carry out a thorough synthesis of the available information. This exercise would help the researcher to gain a deeper insight into the key issues pertaining to the research topic.

B. **Qualitative data collection**: Discussions would be organized with Ara urban and Ara rural students in the age group of 17 to 19 to get a picture of what kind of social media and internet addiction related social media/programme/channels they have access to and are favourite with them? What do they watch/read and understand/like/dislike/feel about the same? Collective and separate discussions with adolescents would be held. A few commonly aired advertisements, film promos, remix version of songs etc., would be presented and discussed. The opinions of the expressed by them will be recorded.

C. **Research Tools:** One quantitative will be developed by researcher for used in this study.

1. Quantitative data: will be collected by using questionnaire. One quantitative method will be developed by researcher to assess what type / kind of social media and internet addiction people have assessed to. This questionnaire will also explore what kind of programme information advertisements, music video, remixed songs using by the adolescents.

2. To assess social media influences on the sexual media diet (SMD), measure was created to assess an individual adolescent's cumulative exposure to sexual content across social media. The SMD measure accounts for the sexual content of each television show, CD, movie, and e-magazine used regularly by the adolescent as well as the frequency of exposure to that content.

D) **Method of Data Collection**: The Researcher will address the respondents at their schools and home. First of all, the researcher would make them clear about the purpose of the study and also give all the instructions related to completing the Questionnaires and how to answer the questions with the request to provide honest responses. It will be made them satisfied that their identity will be kept strictly confidential (kept secret) and information provided by them will be used for the research purpose only.

Analysis of the Data: Appropriate qualitative and quantitative methods will be used to analyze the data.

Potential contribution of the study

This study has practical and theoretical implications. At practical level, it may suggest that the means through which among adolescents vulnerabilities to impact of social media and internet addiction can be a reduced. At theoretical level, it may contribute to our understanding of learning culturally prohibited knowledge, and also the way it can be facilitated using the same cultural resources.

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